

EDWARD RIDLEY & SONS,

Grand, Allen, and Orchard Sts., N. Y.

Temptation, when it allures us to yield to the serpent, the Eve, or the Adam, which, theologians say, are to be found in our make up either as triplets, comets, or units, should be steadfastly resisted, if we would escape a scourging; but when one is tempted, by the pleasant sensation that a fine complexion on a cold day, to sit beside it and indulge in the comforts it imparts, a different meaning is rightly ascribed to the word, and to accept the luxury is to act wisely, if one does not burn his fingers. That temptations are largely governed by circumstances is conspicuously shown in matters of shopping; when among the BALES AND CANES AND ARHIS COUNTERS, THE TEMPTATION TO MISREPRESENT, OVERVALUE, &c., finds a more fertile field than in reading, meditation, &c.

THAT THIS CONCLUSION IS not arrived at from any possibility of our being our own historians, we simply ask a reading of THE FOLLOWING quotations, and then on Monday or subsequent days examine the offerings and SEE IF NOT FOLLOWS JUST AS REPRESENTED, and we promise they will show a large SAVING to repay even a long journey.

DRESS GOODS. LADIES' SUITS.

44-inch fine wool OTTOMAN CLOTH, choicest color, \$1.25; worth \$1.75.
35-inch all-wool POPLIN, 75c.; worth \$1.
35-inch all-wool CASHMERE, 45c.; regular 55c. quality.

44-inch all-wool RHODANT, 90c.
44-inch all-wool REGENT, 90c.
44-inch all-wool CASHMERE, 45c.; worth \$1.
30-inch DIAGONAL, superb quality, 25c.
SPECIAL—One case silk Mixed STRIPES for combinations and Wrappers at 18c. yard; well worth 45c.

PLAIDS.

Red, black, and fancy PLAIDS, 12 1/2c.
Imported Wool Mixed PLAIDS, 20c.
Tartan and Plaid, 44-inch wide, only 50c. a yard.
44-inch fine all-wool PLAIDS, 80c., 85c.
Fine French pin-check MIXTURES, all colors, 80c.; worth \$1.

BLACK GOODS.

35-inch CASHMERE, 55c.; worth 75c.
15 pieces all-wool CASHMERE, 40c.; worth 60c.
44-inch black TWEED (all wool), \$1.50; worth \$2.
24-inch LADIES' CLOTH, \$1.00; worth \$1.25.
44-inch black CAMEL'S HAIR CLOTH, 50c.; worth 75c.
44-inch all-wool PEBBLE CLOTH, 40c.; worth 60c. at 65c.

UPHOLSTERY GOODS.

Choice lines in Raw Silks, Brocades, and Damies, suitable for portieres, curtains, &c. Plushes, Beys, Terry Cloths, Cretonnes, and Furniture Cloth.

CLOAKINGS.

Large stock of the newest and best styles, including Seal Plushes and Astrachan, at very reasonable prices.

ROUND HATS AND BONNETS.

BLACK FELT HIGHER, TRIMMED, also BLACK VELVET HIGHER, former price \$1.10; we offer them at 59c.

FRENCH FELT HATS AND BONNETS, 22c.
FRENCH VELVET, extra quality, 45c.
AMERICAN FELT, extra quality, 45c.
Extra quality FRENCH FELT HATS AND BONNETS, superb finish, and bound, \$1.25; full value elsewhere at \$1.50.
VELVET JOCKEY HATS for ladies, 65c.
FEATHER TURBANS, 75c.
HATTER PLUSH HATS—THE PEKIN, NEW CHILD'S HAT, all colors, 75c.; elsewhere at \$1.25.
Children's Satin and Velvet HATS, 45c.
Infants' and Children's Trimmed HATS for dress and school.

PLUMES.

Four lines real Otter-tail Plumes at \$1.25, \$1.50, and \$1.75, which on examination will be found very cheap.

Real KNOW BIRDS, beautifully mounted, at 75c.
Fancy, long, showy PHEASANT BIRDS, at 75c.
SELECT AND HANDSOME ASSORTMENTS IN FINE FANCIES AND BIRD PLUMAGE.

VELVETS.

ANOTHER LOT ELEGANT QUALITY 22-INCH BROCADE VELVETS at \$2.25; former price, \$2.50.
Splendid quality in SATIN GROUND, \$3 to \$3.50.
22-inch fine quality SATIN VELVETS, all colors, \$2.25. Regular \$3 quality.
16-inch fine SATIN and CHOICE GOODS, for SUITS and TRIMMING, \$1.75.
BLACK CLARKING VELVETS, 24-inch wide, \$2. Sold last week at \$2.75.

VELVETEENS.

BLACK and COLORS, soft silk finish, at 65c., \$1, \$1.25, and at these prices are fully 20 per cent under regular price.

MOLESKIN PLUSHES, choice colors, \$1.50 yard.

UNDERWEAR.

In this department opportunities are daily offered to make good purchases.

INFANTS' LONG CLOAKS, \$1.25, \$1.50, \$2.00 up. Embroidered, \$3.75 to \$4.00 up.

100 doz. ladies' Colored Decorated Bordered HANDKERCHIEFS, entirely new, \$c. each.

Girls' Handkerchiefs, with handsome Colored Borders, all linen, 25c. each.

Mourning-Bordered HANDKERCHIEFS, Linen, 12c., 14c., 16c., 20c. each.

Handkerchiefs, lace, and solid borders, 30c., 35c., 40c., 50c. each.

CRAPES.

44 Black, 65c., 70c., 80c., \$1.25 to \$2 per yard.

44 Black, \$1.50, \$1.75, \$2 to \$2.50.

44 Black, \$2.25, \$2.50, \$2.75 to \$3.

CRAPES, ALL SIZES AND PRICES.

MOURNING COLLARS AND CUFFS, 45c. a set.

CRAPES, COLLARS, 30c. to 12c. each.

MOURNING RUCHINGS, 15c. to 25c. a yard.

HANDKERCHIEFS.

1,600 doz. fancy Colored Bordered hemstitched HANDKERCHIEFS, 25c. each.

700 doz. ladies' Colored Decorated Bordered HANDKERCHIEFS, 25c. each.

1,600 doz. ladies' Colored Bordered HANDKERCHIEFS, 25c. each.

Girls' Handkerchiefs, with handsome Colored Borders, all linen, 25c. each.

Mourning-Bordered HANDKERCHIEFS, Linen, 12c., 14c., 16c., 20c. each.

Handkerchiefs, lace, and solid borders, 30c., 35c., 40c., 50c. each.

EDWARD RIDLEY & SONS,

309, 311, 311 1/2 TO 321 GRAND ST.,

62, 64, 66, 68, 70, AND TO ALLEN ST., 69, 71, 73, 75 ORCHARD ST.

F. LOESER & CO.

BROOKLYN'S GREAT METROPOLITAN DRY GOODS ESTABLISHMENT.

Within eleven minutes from the NEW YORK CITY HALL ELEVATED RAILROAD STATION by the BRIDGE CARS, now running with great regularity; 30 minutes from JERSEY CITY or HOBOKEN by the ANKER BOATS.

FOR ONE WEEK ONLY,

SPECIAL SALE,

Commencing MONDAY MORNING, Oct. 23,

OF \$75,000 WORTH OF FINE COLORED

DRESS GOODS

with a SPECIAL CASH DISCOUNT OF

20 PER CENT.

from their PRESENT LOWEST RETAIL PRICES.

NOTE.

Our FRENCH MANUFACTURERS OF FINE DRESS

GOODS were extraordinarily active in delivering their

goods to us this season, a great many having arrived but

a few days ago.

This circumstance has the result of ENLARGING our

stock of DRESS GOODS in a greater degree than the

PRESENT ADVANCED SEASON warrants us to hold.

In order to REDUCE this stock AT ONCE, we have thus

decided to allow an above stated SPECIAL DIS-

COUNT OF 20 per cent. from their present lowest retail

prices. These goods being

ALL FRENCH, JUST LANDED,

And comprising the LATEST STYLES and PAT-

TENTS, we invite all LADIES interested in FINE

DRESS GOODS to avail themselves of this GREAT

OPPORTUNITY.

The following complete and desirable lines will be re-

presented in this sale:

FRENCH SERGES (at 50c., 75c., 85c., and \$1 yard (all

subject to a cash discount of 20 per cent.)

FRENCH CACHEMIRE (at 50c., 75c., 85c., \$1, \$1.25,

\$1.50, and \$1.75 yard (all less 20 per cent. discount).

CHECKED CHEVIOTS (at 85c. and \$1.25 yard (less 20

per cent. discount).

FRENCH PLAIDS (at 75c., 85c., \$1, \$1.25, \$1.50, and \$2

yard (all less 20 per cent. discount).

CLOTH SUITINGS (at 85c. and \$1.25 yard (less 20 per

cent. discount).

CACHEMIRE HINDOO (at 75c. and \$1 yard (less 20

per cent. discount).

FOUR SERGE (at 65c., 85c., and \$1 yard (less 20 per

cent. discount).

CAMEL'S HAIR (at \$1, \$1.25, and \$1.50 yard (less 20

per cent. discount).

CORNSCREW SUITINGS (at \$1.25 per yard (less 20

per cent. discount).

OTTOMAN SUITINGS (at \$1.75 and \$2 yard (less 20 per

cent. discount).

FANCY MIXTURES (at \$1 and \$1.25 yard (less 20 per

cent. discount).

BROCADED NOVELTIES (from 50c. to \$2 yard (less

20 per cent. discount).

FLANNEL SUITINGS (at 50c., 65c., 75c., and 85c. yard

(less 20 per cent. discount).

BROCADED ROBES at \$12 each.

EMBROIDERED ROBES at \$12 and \$16.50.

CAMEL'S HAIR AND FANCY CLOTH ROBES from \$15

to \$20.

ALL SUBJECT TO THE SPECIAL CASH DISCOUNT

OF 20 PER CENT.

The ladies of New York and vicinity, and STRANGERS

visiting the city, will find a visit to us amply repay them.

FREDERICK LOESER & CO.,

BROOKLYN.

30 WEST FOURTEENTH STREET.

H E A R N

MEND THE FAULT

OF YESTERDAY BY THE WISDOM OF TO-DAY.

Some complain that trade is dull—we do not find

it so—we never were so busy at this season of the

year..... If we've made mistakes, we hasten to correct

them, and of our errors make success.

THEREFORE,

In some goods of which we have a surplus (and they the

finest and most fashionable, and new this season),

SPECIAL BARGAINS.

Is there anything more desirable than rich and stylish

Brocade Velvets?..... More asked for than handsome

Plushes?..... More useful than Black Silks?..... Prettier

than Colored Silk Brocades?..... Those who have

wondered why we are so busy need only read the follow-

ing quotations and make examination of the goods:

COME ANY DAY THIS WEEK

AND YOU WILL FIND

FINE QUALITY BLACK DRESS SILKS,

Of the celebrated manufacture of L. Audibert,

SIXTY-NINE CENTS.

SUCH ARE USUALLY SOLD AT \$1.25!!!

ALSO, AT SIXTY-NINE CENTS,

BLACK RADZIMIRIS AND OTTOMANS,

SUCH ARE SOLD AT \$1.25 and \$1.50!!!

WE WILL SELL

BLACK DRAP DE COMTESSE AT \$1.07; value, \$1.50.

WE HAVE REDUCED

all grades of GIRAUD BLACK SILKS, and guarantee

that you cannot find equal qualities at equal prices.

You will see NEW BROCADE SILKS

at FIFTY-NINE CENTS a yard!!!

We will sell splendid quality

Brocade Velvets at \$2.00..... were \$2.50

Very Fine and Very Wide, \$4.00..... were \$5.00

Black and Colored Plushes, \$1.50..... were \$2.75

Magnificent Colored Plushes, \$2.00..... were \$3.00

WE HAVE REDUCED OUR

COLORS SILKS AND OTTOMANS

AND ALL OUR

BLACK AND COLORED VELVETS!!!

WE INTEND TO SELL!!!

THE GREATEST BARGAINS

IN

BLACK AND COLORED DRESS GOODS

EVER SHOWN EARLY IN SEASON.

Wool Suitings, 22 1/2c..... value \$3

All-wool Chudras, 30c..... value \$2

Magnificent quality French Silks, \$1.07..... value \$1.75

CLOTHS.

There is nothing more desirable than the fine French

all-wool cloths used for Tailor Suits. Of these we offer

Four cases in Black and all the fashionable shades at the

following

UNPRECEDENTED PRICES:

Quality A..... 92 cents..... value \$1.25

Quality B..... \$1.12..... value \$1.45

Quality C..... \$1.18..... value \$1.45

Quality D..... \$1.22..... value \$1.50

At above quotations these fine French Cloths are far

lower in price than the American—if quality of wool and

shades of color (the finest colors) can only be made in fine

wool is considered, there is no comparison in value.....

These four cases represent a special lot—when sold they

cannot be repeated.

S. C. & S.

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MORE BARGAINS

AT

Simpson, Crawford & Simpson's,

19th St. and 6th Av.

SILKS AND DRESS GOODS.

THE GREAT BARGAIN SALE IN SILKS AND DRESS

GOODS INAUGURATED BY US LAST MONDAY, AND

STILL IN PROGRESS, HAS ALREADY PROVED A

VERITABLE MAGNET OF ATTRACTION TO BUTNERS.

FANCY SILK BROCADES

COME IN FOR FIRST MENTION, AND DESERVEDLY

SO. THEY ARE ALL STANDARD LINES OF GOODS,

AND OF EXCEEDING CHOICE SHADES AND PAT-

TENS. HAVING SECURED THEM AT 50 PER

CENT UNDER MANUFACTURING COST, WE ARE

SELLING THEM OVER OUR COUNTERS ON THE

SALE LOW BASIS.

5000 PIECES REGULAR QUALITY, COMPRISING

OVER 50 PATTERNS, AT \$1.50 PER YARD.

1500 PIECES REGULAR QUALITY, EMBRAC-

ING OVER 50 PATTERNS, AT \$1.00 PER YARD.

WHETHER DESIRING TO BUY OR NOT, LADIES

ARE INVITED TO EXAMINE THESE TRULY WON-

DERFUL BARGAINS.

Bonnet's Black Silks

WE SHALL ALSO OFFER THE COMING WEEK

THREE DECIDED BARGAINS IN BONNET & CIE'S

CELEBRATED 24-INCH BLACK SILKS, AS FOLLOWS:

16 pieces at \$1.50 per yard; reduced from \$2.50.

14 pieces at \$2.00 per yard; reduced from \$3.

17 pieces at \$2.50 per yard; reduced from \$3.50.

Comment unnecessary!

French Colored Dress Goods

AT HALF PRICE—COMPRISING ALL THE NEW

AND LEADING SHADES, AND COSTING ONE

TO TWO TO IMPORT!

500 pieces 44-inch all-wool French Dress Goods,

consisting of Rhodas, Foulas, and Diagonals, at \$7.1-9c.

per yard; worth \$12.

500 pieces 44-inch all-wool French Dress Goods, com-